

Advertising cards collection S3144

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September 10, 2015

Describing Archives: A Content Standard

Rare Books and Manuscripts
140 North Senate Avenue
Indianapolis, Indiana, 46204
317-232-3671

Table of Contents

<u>Summary Information</u>	3
<u>Historical Note</u>	4
<u>Scope and Contents</u>	4
<u>Arrangement</u>	5
<u>Administrative Information</u>	5
<u>Related Materials</u>	5
<u>Controlled Access Headings</u>	6

Summary Information

Repository	Rare Books and Manuscripts
Title	Advertising cards collection
Date	1887-1976, undated
Extent	0.01 Cubic feet 1 folder
Language	English
Mixed materials [Folder]	S3144

Preferred Citation

Advertising cards collection, Rare Books and Manuscripts, Indiana State Library

Historical Note

"Trade cards were used primarily during the late 19th century to advertise everything from breath freshener to Coca-Cola. A cheap and effective way to reach consumers, their heyday was between 1876 and 1904. Expositions (such as the St. Louis World's Fair), were popular places for companies to distribute their product cards. Druggist's and other merchant's counters often had a number of different trade cards on them, in the hopes of encouraging patronage. Trade cards often featured beautiful illustrations, humorous cartoons or worthy sayings, and they captured the imagination of the Victorians who became keen collectors of them. The Victorians would compile their collections in scrapbooks, and it became a popular pastime. Current collectors classify the trade cards into two categories:

Stock: Generic cards with interesting images that could be personalized and applied to any product. Backs were left blank so a local advertiser could include his own message and information.

Custom: These cards were produced specifically for a product or company, and thus typically have unique designs and feature the product being advertised.

By the turn of the century, trade cards were on the wane, as magazine ads became more popular, and postcards became the new collectible. Trade cards offer a unique window into the social history of nineteenth century America."

From: Public Broadcasting Service. "Trade cards." History Detectives. Accessed August 5, 2015. <http://www.pbs.org/opb/historydetectives/feature/trade-cards>.

"Neatly packaged and visually arresting, trade cards functioned as precious tokens — keepsakes that illustrated the promise of individual products and the road to a better life. Print curator Eleanor Garvey contends that, "The colorful, expensively produced ad in and of itself was a treat: both an invitation to step into a more 'complete' and luxurious life by buying the product, and at the same time a token of that life. The more expensive an ad, the more it was worth to the consumer."

From: Harvard Business School, Baker Library. "Trade cards." *The Art of American Advertising, 1865-1910*. Online exhibit. Accessed August 5, 2015. <http://www.library.hbs.edu/hc/artadv/trade-cards.html>.

Scope and Contents

This collection includes advertising cards, tickets, brochures and other ephemeral items from merchants and event planners in Indiana, Kansas, Michigan and Missouri, ranging from 1887 to 1976 regarding advertising for products and services as well as special events.

Arrangement

This collection is arranged chronologically.

Administrative Information

Publication Information

Rare Books and Manuscripts

Conditions Governing Access

This collection is open for research.

Conditions Governing Use

Legal title, copyright, and literary rights reside with Rare Books and Manuscripts, Indiana State Library, Indianapolis, IN. All requests to publish or quote from manuscripts must be submitted to Rare Books and Manuscripts.

Custodial History

This collection was received by Rare Books and Manuscripts as a donation.

Accruals

No further additions are expected.

Processing Information

Collection processing completed 1999 by Philip N. Williams. EAD finding aid created 2015/08/05 by Edythe Huffman.

Related Materials

Related Archival Material

Materials relating to this collection may be found in the following collection(s) in Rare Books and Manuscripts, Indiana State Library, Indianapolis, Indiana:

S3117: Advertising cards collection

Controlled Access Headings

Corporate Name(s)

- Blickensderfer Manufacturing Company.
- Eclipse Manufacturing Company (Middlebury, Ind.).
- English's Opera House (Indianapolis, Ind.).
- Flint and Walling Manufacturing Company (Kendallville, Ind.).
- H.T. Conde Implement Company (Indianapolis, Ind.).
- Indiana State Teachers Association.
- J.C. Sipe Jewelers (Indianapolis, Ind.).
- Mullen-Blackledge Company (Indianapolis, Ind.).
- National Casket Company.
- Nichols & Shepard Company (Battle Creek, Mich.).
- Pettis, Bassett & Company.
- Sherman's Restaurant (Indianapolis, Ind.).
- Spice Rack Collies Kennel (Marshall, Ind.).
- Studebaker Brothers Manufacturing Co..
- Warner Brother's Company.
- William P. Nichols Jewelers (Indianapolis, Ind.).

Genre(s)

- Advertising cards
- Brochures
- Calendars
- Pamphlets
- Tickets

Geographic Name(s)

- Indiana

Subject(s)

- Advertisements
- Advertising--United States
- Christianity
- Christmas cards
- Clothing
- Corsets
- Cycloramas
- Dogs--Breeding
- Engines
- Farm equipment
- Jewelers
- Restaurants--Indiana
- Soup
- Temperance
- Theatre
- Ticket
- Typewriters